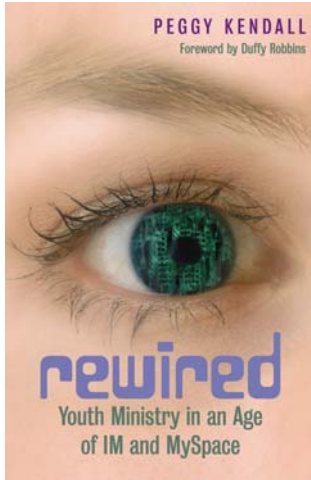


Youth Ministry Enters Brave New World



“To put off considering adolescent cyber culture because parts of it are strange to us or make us feel uncomfortable would be like a fly fisher who doesn’t go into the water out of fear of getting in over his or her head. We have to go where the fish are! Perhaps that’s why I find this book to be so valuable.” —from the Foreword by Duffy Robbins, associate professor of Youth Ministry at Eastern University, St. Davids, Pennsylvania

In an effort to “fish where the fish are” more and more youth ministers are turning to social networking technology to reach out to today’s teens. The move is a natural for some and source of discomfort for others. In her new book, *Rewired: Youth Ministry in an Age of IM and MySpace*, author Peggy Kendall explores various aspects of computer-mediated communication, including:

- Current research on social networking technology, including a chapter on YouTube
- How the technology affects relationships, both teen-to-teen and between youth directors and those they are trying to reach for Christ
- The pros and cons of using IM and MySpace in youth ministry
- Practical skills needed to begin integrating this technology in ministry

Kendall also provides real-life insight from both teens and youth pastors who use the technology on a regular basis and she offers specific “how-to” tips on IM and MySpace use. In addition, *Rewired* readers will have access to free, interactive online components that will keep the dialogue on this topic fresh and current and allow for conversation with the author and other youth ministers.

About the Author:

Peggy Kendall is also the author of *Connected: Christian Parenting in an Age of IM and MySpace* (Judson Press, 2007). She is associate professor of Communication Studies at Bethel University and holds an MA in counseling psychology, an MA in secondary education, and a PhD in communication studies from the University of Minnesota. Her experiences as a youth volunteer, former school teacher and parent of teenage children have taught her a great deal about today’s communication technology.

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